

Supplementary Material

Tab. S1 - The structure of the questionnaire used for the current study.

Variables	Variables' values	Answer format	Notes
Stated preferences and use of infrastructures to move within the mountains	Ordered from most structured to least structure type of trail: <ul style="list-style-type: none"> • Paved roads; • Forest roads; • Mule tracks; • Hiking trails; • Tracks. 	Stated use: Five-level scale from 'never used' to 'always used' Stated preference: five-level scale from '1' to '5'. Paved roads are car roads with asphalt. Forest roads are gravel car roads within a forest. Mule tracks are comfortable tourist trails, hiking trails are narrow, with good presence of signage and human traces. Tracks are hiking trails without signage and limited visibility of human passage.	Definition supported by pictures in the questionnaire
Stated use of infrastructure and means of transportation to reach mountains	<ul style="list-style-type: none"> • Car roads; • Parking lots; • Cableways; • Public transportation. 	Stated use: Five-level scale from 'never used' to 'always used'	
Additional trail characteristics	<ul style="list-style-type: none"> • Adequate signals along the trail; • Information on the maintenance status of the trail; • Description of the trail, • Phone signal; • Availability of shelters from rain; • Toilets availability; • Nature outreach panels; • None of those. 	Single choice for 'first most important characteristic', 'second most important characteristic', 'third most important characteristic'.	
Influence of hospitality infrastructure on trails' choice	<ul style="list-style-type: none"> • Bed and breakfast: 'managed structures, always open, often to be booked, in small villages or rural areas'; • Mountain cottage-agritourism: structure that offers food services, hospitality, and sells products from their agricultural and herding activities"; • Mountain huts: 'hospitality infrastructure at high altitude accessible only by foot that offers hospitality and food services"; • Bivouac: "unmanaged and austere structure, always open, offering hospitality and cover from bad weather"; 	Structures ordered from most to least comfortable. Five-level scale from 'not important at all' to 'very important'.	Definition supported by pictures in the questionnaire
Frequency of visits to the mountains		Six-level scale from 'never' to 'more times per week'	

Variables	Variables' values	Answer format	Notes
Frequency of visits to perform specific activities	<ul style="list-style-type: none"> • Walking • Hiking • Climbing • Snowshoeing • Ski-mountaineering • Mountain-bike • E-bike 	Five-level scale from 'never' to 'always'	
Sociodemographic characteristics	<ul style="list-style-type: none"> • Gender; • Age classes (six); • Region of residence; • Education level; • Degree in environmental topics; • Membership in environmental associations. 	<ul style="list-style-type: none"> • Male, Female, Prefer not to specify; • From 18-24 to older than 65; • Italian Regions; • From primary school to degree • Environmental/forest background or not; • Yes or No. 	
Open comment on the questionnaire and any other thoughts on the presented topics		Open answer	